AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (**Currently Amended**) A method in a computer system for delivering advertising to a user, the method comprising:

identifying the user through the computer system;

selecting at least one character for the user through the computer system;

selecting a message to be delivered by said at least one character to the user through the computer system;

selecting an advertisement from a plurality of advertisements through the computer system, wherein said selecting an advertisement step further comprises the step of:

basing said selecting of said advertisement on at least one of:

a characteristic of the user, said characteristic of the user comprising demographic information and an indication of said plurality of advertisements that have been delivered to the user;

a characteristic of at least one advertiser;

at least one advertising requirement; and

at least one characteristic of said at least one character;

integrating said selected advertisement with said selected message to be delivered by said at least one character through the computer system; and

presenting said at least one character to the user through the computer system wherein said at least one character conveys

26 said selected message integrated with said selected
advertisement in a conversation by said at least one character,
28 wherein said conversation is manipulated based upon said
selected advertisement and dynamically upon live information
30 received from the user after the conversation has begun.

2. (**Original**) The method of claim 1 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of said selected message.

3. (**Original**) The method of claim 1 wherein said
2 integrating step comprises the step of providing a background
image for presenting said at least one character.

4. (**Cancelled**) The method of claim 1 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of the user.

5. (**Cancelled**) The method of claim 1 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of said at least one character.

6. (**Original**) The method of claim 1 wherein said selecting
2 an advertisement step comprises the step of basing said
selecting of said advertisement on at least one previous
4 conversation between said at least one character and the user.

7. (**Original**) The method of claim 1 wherein said selecting
2 an advertisement step comprises selecting said advertisement
randomly.

8. (**Original**) The method of claim 1 wherein said selected message is delivered in a language that is selected based on at least one characteristic of the user.

9. (**Original**) The method of claim 1 wherein at least two advertisements are selected and integrated into said selected message.

10. (**Previously Presented**) The method of claim 1 wherein said delivery of said selected message is a displayed text or an audio output based on at least one characteristic of the user.

11. (**Original**) The method of claim 1 wherein said at least one character is presented only as audio output.

12. (**Original**) The method of claim 1 wherein said at least one character is presented via a wireless device.

13. (**Original**) The method of claim 1 wherein said at least one character is presented via a telephone.

14. (**Original**) The method of claim 1 wherein said at least one character is a rendered character that is one of a cartoon character, a person, an animal, and a non-living object.

15. (**Original**) The method of claim 1 wherein the computer system is a gaming device.

16. (**Previously Presented**) The method of claim 1 wherein said presenting step comprises the step of sending said at least one character to convey said selected message integrated with said selected advertisement from a server computer of the computer system to a user computer via a communication link.

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17. (**Original**) The method of claim 1 wherein said presenting step comprises the step of displaying an image of said at least one character.

18. (**Original**) The method of claim 1 wherein said selected message is delivered as displayed text.

19. (**Original**) The method of claim 18 wherein said displayed text is shown in a bubble near the displayed image of said at least one character.

20. (**Original**) The method of claim 1 wherein said selected message is delivered as audio output.

21. (**Original**) The method of claim 1 wherein said at least one character presented delivers said selected message during a conversation.

22. (**Original**) The method of claim 21 wherein said conversation is with at least two of said at least one character.

23. (**Original**) The method of claim 21 wherein said conversation is with the user.

24. (**Original**) The method of claim 21 wherein the user participates interactively in said conversation with said at least one character.

25. (**Cancelled**) The method of claim 1 wherein said selecting an advertisement step comprises the step of basing

said selecting of said advertisement on at least one advertising
4 requirement.

26. (**Previously Presented**) The method of claim 1 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

27. (**Previously Presented**) The method of claim 1 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

28. (**Currently Amended**) A method in a computer system for
2 delivering advertising to a user, the method comprising:

selecting a message to be delivered by at least one
4 character to the user through the computer system;

selecting an advertisement from a plurality of
6 advertisements through the computer system, wherein said
selecting an advertisement step further comprises the step of:

8 basing said selecting of said advertisement on at least one
of:

10 a characteristic of the user, said characteristic of
the user comprising demographic information and an
12 indication of said plurality of advertisements that have
been delivered to the user;

14 a characteristic of at least one advertiser;
at least one advertising requirement; and
16 at least one characteristic of said at least one
character;
18 integrating said selected advertisement with said selected
message through the computer system; and

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20 presenting said at least one character to the user through the computer system wherein said at least one

22 character conveys said selected message integrated with said selected advertisement <u>in a conversation by said at least</u>

24 <u>one character, wherein said conversation is manipulated based</u> <u>upon said selected advertisement and dynamically upon live</u>

26 <u>information received from the user after the conversation has</u> <u>begun</u>.

29. (**Original**) The method of claim 28 wherein said message

2 is selected during a conversation in which said at least one character is engaged.

30. (**Original**) The method of claim 28 wherein said

2 advertisement is selected when said at least one character is presented to the user.

31. (**Original**) The method of claim 28 wherein said

2 advertisement is dynamically selected.

32. (**Original**) The method of claim 28 wherein said

2 integrating step comprises the step of adding words of said selected advertisement to words of said selected message.

33. (**Original**) The method of claim 28 wherein said

2 integrating step comprises the step of providing a background image for presenting said at least one character.

34. (**Cancelled**) The method of claim 28 wherein said

2 selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one

4 characteristic of the user.

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35. (**Cancelled**) The method of claim 28 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one characteristic of said at least one character.

36. (**Original**) The method of claim 28 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one previous conversation between said at least one character and the user.

37. (**Original**) The method of claim 28 wherein said selecting an advertisement step comprises selecting said advertisement randomly.

38. (**Original**) The method of claim 28 wherein said selected message is delivered in a language that is selected based on at least one characteristic of the user.

39. (**Original**) The method of claim 28 wherein at least two advertisements are selected and integrated into said selected message.

40. (**Previously Presented**) The method of claim 28 wherein said delivery of said selected message is a displayed text or an audio output based on at least one characteristic of the user.

41. (**Original**) The method of claim 28 wherein said at least one character is presented only as audio output.

42. (**Original**) The method of claim 28 wherein said at least one character is presented via a wireless device.

43. (**Original**) The method of claim 28 wherein said at least one character is presented via a telephone.

44. (**Original**) The method of claim 28 wherein said at least one character is a rendered character that is one of a cartoon character, a person, an animal, and a non-living object.

45. (**Original**) The method of claim 28 wherein the computer system is a gaming device.

46. (**Previously Presented**) The method of claim 28 wherein said presenting step comprises the step of sending said at least one character to convey said selected message integrated with said selected advertisement from a server computer of the computer system to a user computer via a communication link.

47. (**Original**) The method of claim 28 wherein said presenting step comprises the step of displaying an image of said at least one character.

48. (**Original**) The method of claim 28 wherein said selected message is delivered as displayed text.

49. (**Original**) The method of claim 48 wherein said displayed text is shown in a bubble near the displayed image of said at least one character.

50. (**Original**) The method of claim 28 wherein said selected message is delivered as audio output.

51. (**Original**) The method of claim 28 wherein said at least one character presented delivers said selected message during a conversation.

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52. (**Original**) The method of claim 51 wherein said conversation is with at least two of said at least one character.

53. (**Original**) The method of claim 51 wherein said conversation is with the user.

54. (**Original**) The method of claim 51 wherein the user participates interactively in said conversation with said at least one character.

55. (**Cancelled**) The method of claim 28 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one advertising requirement.

56. (**Previously Presented**) The method of claim 28 wherein said at least one advertising requirement is to present said selected advertisement during a certain percentage of user sessions.

57. (**Previously Presented**) The method of claim 28 wherein said advertising requirement is to present said selected advertisement at a certain frequency.

58. (**Currently Amended**) A method in a computer system for advertising during presentation of at least one character engaged in a conversation, the conversation including a series of messages, the method comprising:

during the conversation when the series of messages is to be delivered by the at least one character, selecting an

advertisement from a plurality of advertisements through the
8 computer system, wherein said selecting an advertisement step
further comprises the step of:

10 basing said selecting of said advertisement on at least one
of:

12 a characteristic of the user, said characteristic of
the user comprising demographic information and an
14 indication of said plurality of advertisements that have
been delivered to the user;

16 a characteristic of at least one advertiser;
at least one advertising requirement; and
18 at least one characteristic of said at least one
character;

20 integrating said selected advertisement into ~~said~~ the
conversation including the series of messages through the
22 computer system; and

controlling the delivery of ~~said~~ the conversation
24 including the series of messages integrated with said
selected advertisement by the at least one character through
26 the computer system, wherein the conversation including the
series of messages is manipulated based upon said selected
28 advertisement and dynamically upon live information received
from the user after the conversation has begun.

59. (**Original**) The method of claim 58 wherein said
2 advertisement is dynamically selected.

60. (**Original**) The method of claim 58 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of the series of messages.

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61. (**Original**) The method of claim 58 wherein said integrating step comprises the step of providing a background image for presenting the at least one character.

62. (**Cancelled**) The method of claim 58 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one characteristic of the user.

63. (**Cancelled**) The method of claim 58 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one characteristic of the at least one character.

64. (**Original**) The method of claim 58 wherein said selecting an advertisement step comprises the step of basing said selecting of said advertisement on at least one previous conversation between the at least one character and the user.

65. (**Original**) The method of claim 58 wherein the series of messages is delivered in a language that is selected based on at least one characteristic of the user.

66. (**Previously Presented**) The method of claim 58 wherein said controlling the delivery of the series of messages is a displayed text or an audio output based on at least one characteristic of the user.

67. (**Original**) The method of claim 58 wherein the at least one character is presented only as audio output.

68. (**Original**) The method of claim 58 wherein the at least one character is presented via a wireless device.

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69. (**Original**) The method of claim 58 wherein the at least one character is presented via a telephone.

70. (**Original**) The method of claim 58 wherein the at least one character is a rendered character that is one of a cartoon character, a person, an animal, and a non-living object.

71. (**Original**) The method of claim 58 wherein the computer system is a gaming device.

72. (**Previously Presented**) The method of claim 58 wherein said controlling step comprises the step of sending the at least one character to convey the series of messages integrated with said selected advertisement from a server computer of the computer system to a user computer via a communication link.

73. (**Original**) The method of claim 58 wherein said presenting step comprises the step of displaying an image of the at least one character.

74. (**Original**) The method of claim 58 wherein the conversation is with at least two of the at least one character.

75. (**Original**) The method of claim 58 wherein the conversation is with the user.

76. (**Original**) The method of claim 58 wherein the user participates interactively in the conversation with the at least one character.

77. (**Original**) The method of claim 58 wherein the series of messages is delivered as audio output.

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78. (**Original**) The method of claim 58 wherein the series
2 of messages is delivered as displayed text.

79. (**Original**) The method of claim 78 wherein said
2 displayed text is shown in a bubble near the displayed image of
the at least one character.

80. (**Cancelled**) The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one advertising
4 requirement.

81. (**Previously Presented**) The method of claim 58 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

82. (**Previously Presented**) The method of claim 58 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

83. (**Currently Amended**) A system for delivering
2 advertising to a user, the system comprising:
        at least one server computer having an interface for
4 communicating over a computer network to the user, said at least
one server computer further comprising;
6   an advertisement system contained within a computer
        usable medium having computer readable program code
8   embodied therein, said advertisement system further
        comprising;
10   an advertisement component for controlling the
                selection of an advertisement from a plurality of

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advertisements to be integrated in a message, wherein said selection of said advertisement is based upon information stored in at least a one of:

a user profile database, wherein said user profile database stores demographic information on a plurality of users and stores an indication of said plurality of advertisements that have been delivered to said plurality of users;

an advertiser profile database, wherein said advertiser profile database stores characteristics of at least one advertiser;

an advertisement database, wherein said advertisement database stores said plurality of advertisements and stores characteristics of said plurality of advertisements; and

a character profile database, wherein said character profile database stores characteristics of said at least one character; and

a conversation system for controlling the presentation of at least one character along with the delivery of said message in a conversation integrated with said advertisement to the user, wherein said conversation is manipulated based upon said selected advertisement and dynamically upon live information received from the user after the conversation has begun.

84. (**Cancelled**) The system according to claim 83 wherein said advertisement system further comprises:

a user profile database for storing demographic information on a plurality of users and for storing an indication of said plurality of advertisements that have been delivered to said plurality of users.

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85. (**Previously Presented**) The system according to claim 83 wherein said characteristics of at least one advertiser stored in said advertiser profile database are at least a one of a fee structure, at least one character type an advertisement may be associated with, and criteria for displaying said advertisement.

86. (**Cancelled**) The system according to claim 83 wherein said advertisement system further comprises:

an advertisement database for storing said plurality of advertisements and for storing characteristics of said plurality of advertisements.

87. (**Cancelled**) The system according to claim 83 wherein said advertisement system further comprises:

a character profile database for storing characteristics of said at least one character.

88. (**Original**) The system according to claim 83 wherein said advertisement system further comprises:

a conversation history database for identifying at least one type of message and at least one type of advertisement to be delivered to the user.

89. (**Original**) The system according to claim 83 wherein said advertisement system further comprises:

a web engine for receiving requests for Web pages from a plurality of users over said computer network, for forwarding said requests to said conversation system, for receiving generated Web pages from said conversation system, and for sending said generated Web pages through said interface over said computer network to said plurality of users.

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90. (**Original**) The system according to claim 83 wherein said computer network is the Internet.

91. (**Withdrawn**) A system for delivering advertising, the system comprising:

at least one user computer running a browser application having access to at least one server computer via a communications link, said at least one user computer further comprising;

a display device for presenting a character, wherein said character communicates a message having an advertisement integrated with said message received from said at least one server computer; and

an input device for sending a response to said at least one server computer regarding said message having said integrated advertisement.

92. (**Withdrawn**) The system according to claim 91 wherein said at least one user computer further comprises:

a speaker for displaying as audio output said message having an advertisement integrated with said message communicated by said character.

93. (**Withdrawn**) The system according to claim 91 wherein said character is displayed on said display device as a rendered character that is one of a cartoon character, a person, an animal, and a non-living object.

94. (**Withdrawn**) The system according to claim 91 wherein said at least one user computer is a gaming device.

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95. (**Withdrawn**) The system according to claim 91 wherein
2 said message having an advertisement integrated with said message is displayed as text on said display device.